A listing of the Claims is as follows:

1. (Currently Amended) An illuminating device comprising:

a light source; and

a light guide plate for introducing light of the light source from a side end face to an interior and emitting said light propagated in the interior from an emitting face opposing an illuminated body to illuminate said illuminated body, wherein

a prism shape for reflecting the propagating light within the light guide plate and emitting the propagating light to said emitting face side is formed on the emitting face of said light guide plate.

2. (Original) The illuminating device according to claim 1, wherein said prism shape is constructed by plural projecting stripes formed on said emitting face, and a slanting face portion is formed on an advancing direction side of said propagating light of said projecting stripe.

3. (Previously Presented) The illuminating device according to claim 2, wherein an angle formed between an advancing direction of the propagating light incident to said slanting face portion and an advancing direction of reflected light of the propagating light is an obtuse angle.

4. (Original) The illuminating device according to claim 3, wherein the angle formed between the advancing direction of the propagating light incident to said slanting face portion and the advancing direction of the reflected light of the propagating light is set to 90° or more and 150° or less.

5. (Previously Presented) The illuminating device according to claim 2, wherein an inner face of said slanting face portion is formed so as to be directed to an outer face side of said emitting face.

6. (Previously Presented) The illuminating device according to claim 2, wherein each of said projecting stripes is approximately formed in a trapezoidal shape seen in section in which a flat portion is formed in a top portion of the projecting stripe.

7. (Previously Presented) The illuminating device according to claim 2, wherein each of said projecting stripes is formed in a wedge shape seen in section.

8. (Previously Presented) The illuminating device according to claim 2, wherein an inclination angle of said slanting face portion is set to 40° or more and 60° or less.

9. (Original) The illuminating device according to claim 1, wherein said light source has a bar light guide body arranged along the side end face of said light guide plate, and also has a light emitting element arranged in an end face portion of the bar light guide body.

10. (Currently Amended) A light guide body having:

a side end face for introducing light to an interior, and

an emitting face opposing an illuminated body for emitting said light introduced from the side end face and propagated in the interior, ~~and~~ said side end face and the emitting face being formed in directions crossing each other,

wherein plural projecting stripes for reflecting the propagating light within a light guide plate and emitting the propagating light to said emitting face side are formed on said emitting face, and each of said projecting stripes has a slanting face portion on an propagating light advancing direction side.

11. (Original) A liquid crystal display device comprising an illuminating device according to claim 1 is arranged on the front face or the rear face of a liquid crystal panel.

12. (New) An illuminating device comprising:

a light source; and

a light guide plate for introducing light of the light source from a side end face to an interior and emitting said light propagated in the interior from an emitting face,

wherein a prism shape for reflecting the propagating light within the light guide plate and emitting the propagating light to said emitting face side is formed on the emitting face of said light guide plate, and

wherein said light source has a bar light guide body arranged along the side end face of said light guide plate, and also has a light emitting element arranged in an end face portion of the bar light guide body.

13. (New) The illuminating device according to claim 12, wherein said prism shape is constructed by plural projecting stripes formed on said emitting face, and a slanting face portion is formed on an advancing direction side of said propagating light of said projecting stripe.

14. (New) The illuminating device according to claim 13, wherein an angle formed between an advancing direction of the propagating light incident to said slanting face portion and an advancing direction of reflected light of the propagating light is an obtuse angle.

15. (New) The illuminating device according to claim 14, wherein the angle formed between the advancing direction of the propagating light incident to said slanting face portion and the advancing direction of the reflected light of the propagating light is set to 90° or more and 150° or less.

16. (New) The illuminating device according to claim 13, wherein an inner face of said slanting face portion is formed so as to be directed to an outer face side of said emitting face.

17. (New) The illuminating device according to claim 13, wherein each of said projecting stripes is approximately formed in a trapezoidal shape seen in section in which a flat portion is formed in a top portion of the projecting stripe.

18. (New) The illuminating device according to claim 13, wherein each of said projecting stripes is formed in a wedge shape seen in section.

19. (New) The illuminating device according to claim 13, wherein an inclination angle of said slanting face portion is set to 40° or more and 60° or less.